

**IBM 00M-608**

**M608 IBM Retail Industry Solutions Sales Mastery Test**

**v1**

**Version: 4.0**

**QUESTION NO: 1**

What is a primary benefit to using the IBM Retail framework, for IBM's anchor account planning process?

- A. Better coordination of IBM's resources across company divisions and brands
- B. Provides better software pricing
- C. Assists with complex deal negotiations
- D. Assists with a better customer understanding

**Answer: D**

**Explanation:**

**QUESTION NO: 2**

Which of the following trends is most dramatically affecting retailers' use of media for marketing?

- A. The internet is a rapidly growing online medium
- B. There are more than 5500 magazines in which to advertise
- C. The iPhone has emerged as a new communication platform
- D. Consumers pay more attention to other consumers' opinions than retailer's ads

**Answer: A**

**Explanation:**

**QUESTION NO: 3**

What functionality does IBM WebSphere Commerce product deliver to the client?

- A. Web applications
- B. Scenario analysis
- C. Business intelligence
- D. Financial services

**Answer: A**

**Explanation:**